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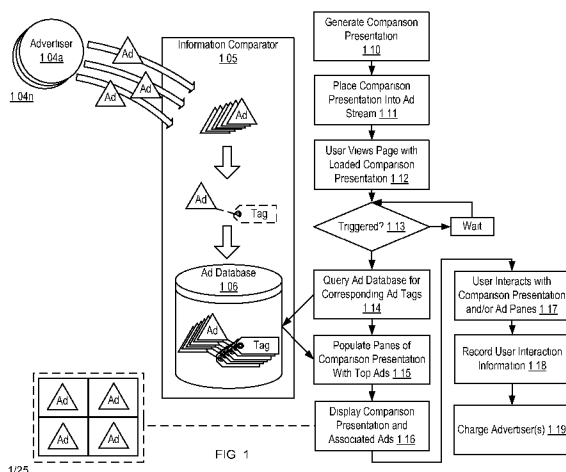
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[Continued on next page]

(54) **Title:** APPARATUSES, METHODS AND SYSTEMS FOR AN INFORMATION COMPARATOR BIDDING ENGINE



(57) **Abstract:** The disclosure details the implementation of an apparatuses, methods, and systems for an information comparator bidding engine. The disclosure teaches an information comparator bidding engine that provides for bidding on generation and/or presentation of comparison information to consumers that is as user-friendly, easy to navigate and straightforward. The information comparison bidding engine enhances search mechanisms, research, marketing, advertising, news and/or the like. Further, the information comparator bidding engine provides a mechanism for ad presentation and analytics that assists in making advertising and marketing more efficient and meaningful. In one embodiment, the disclosed information comparator bidding engine allows content sources, such as advertisers, to present one or more different information items (e.g., ads) in a comparison context. In another embodiment, advertisers may bid to implement rules to exclude or include another ad from a comparison presentation that displays their ad.

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A CLASSIFICATION OF SUBJECT MATTER IPC(8) - G06Q 30/00 (2008.01) USPC - 705/14 According to International Patent Classification (IPC) or to both national classification and IPC		
B FIELDS SEARCHED Minimum documentation searched (classification system followed by classification symbols) IPC(8) G06Q 30/00 (2008 01) USPC 705/14 Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched USPC 705/1, 8, 14, 27, 37, 707/1, 3, 6, 10, 725/23, 32, 42, 47 Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) Electronic databases USPTO WEST (PGPB, USPT, EPAB, JPAB), Google Scholar Search Terms Used comparing or matching ad or advertisement, comparator or matching bids, similar or relevant or competitor ad or advertisement, presentation or distribution or bidding rules or criteria, display or presentation fees or charges etc		
C DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No
Y	US 2006/0085408 A1 (Morsa) 20 April 2006 (20 04 2006) (abstract, and para [0050]-[0072], [0094]-[0100], [0113]-[0124], [0183]-[0189], [0196]-[0205], [0213]-[0221])	1-72
Y	US 2005/02891 20 A9 (Soulaville et al) 29 December 2005 (29 12 2005) (abstract, and para [0016]-[0019], [0058], [0079]-[0080], [0100]-[0102])	1-62, 65-66 and 69-70
Y	US 2003/0101 126 A1 (Cheung et al) 29 May 2003 (29 05 2003) (abstract, and para [[0013], [0035]-[0041], [0078]-[0079])	63-64, 67-68 and 71-72
A	US 6,826,572 B2 (Colace et al) 30 November 2004 (30 11 2004)	1-72
A	US 2004/0044571 A1 (Bronnimann et al) 04 March 2004 (04 03 2004)	1-72
A	US 2003/0050979 A1 (Takahashi) 13 March 2003 (13 03 2003)	1-72
A	US 5,991,735 A (Gerace) 23 November 1999 (23 11 1999)	1-72
<input type="checkbox"/> Further documents are listed in the continuation of Box C		
D		
* Special categories of cited documents	"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention	
"A" document defining the general state of the art which is not considered to be of particular relevance	"X" document of particular relevance, the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone	
"E" earlier application or patent but published on or after the international filing date	"Y" document of particular relevance, the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art	
"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	"&" document member of the same patent family	
"O" document referring to an oral disclosure, use, exhibition or other means		
"P" document published prior to the international filing date but later than the priority date claimed		
Date of the actual completion of the international search 11 March 2008 (11 03 2008)	Date of mailing of the international search report 30 APR 2008	
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INTERNATIONAL SEARCH REPORT

International application No

PCT/US 07/79590

Box No. II Observations where certain claims were found unsearchable (Continuation of item 2 of first sheet)

This international search report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons

1 **I** Claims Nos

because they relate to subject matter not required to be searched by this Authority, namely

2 Claims Nos

because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically

3 **D** Claims Nos

because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6 4(a)

Box No. III Observations where unity of invention is lacking (Continuation of item 3 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows

Group 1 Claims 1-62, 65-66 and 69-70,

Group 2 Claims 63-64, 67-68 and 71-72

The inventions listed as Groups 1-2 do not relate to a single general inventive concept under PCT Rule 13 1 because, under PCT Rule 13 2, they lack the same or corresponding special technical features for the following reasons

Group 1 requires the special technical features of determining a fee for each of the at least two comparable ads populated to the displayed companion presentation, not required by Group 2

Group 2 requires the special technical features of structuring an at least one comparison presentation rule and determining rule application preferences for the winning advertiser, not required by Group 1

None of these special technical features are common to the other groups, nor do they correspond to a special technical feature in the other groups. Therefore, unity of invention is lacking under PCT Rule 13 1

1 **I,XI** As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims

2 **I** As all searchable claims could be searched without effort justifying additional fees, this Authority did not invite payment of additional fees

3 **I** As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims for which fees were paid, specifically claims Nos

4 No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims, it is covered by claims Nos

Remark on Protest

The additional search fees were accompanied by the applicant's protest and, where applicable, the payment of a protest fee

D The additional search fees were accompanied by the applicant's protest but the applicable protest fee was not paid within the time limit specified in the invitation

No protest accompanied the payment of additional search fees

INTERNATIONAL SEARCH REPORT

International application No

PCT/US 07/79590

Box No. IV Text of the abstract (Continuation of item S of the first sheet)

The disclosure details the implementation of an apparatuses methods, and systems for an information comparator bidding engine The disclosure teaches an information comparator bidding engine that provides for bidding on generation and/or presentation of comparison information to consumers that is as user-friendly, easy to navigate and straightforward The information comparison bidding engine enhances search mechanisms, research, marketing, advertising, news and/or the like Further, the information comparator bidding engine provides a mechanism for ad presentation and analytics that assists in making advertising and marketing more efficient and meaningful In one embodiment the disclosed information comparator bidding engine allows content sources, such as advertisers, to present one or more different information items (e g , ads) in a comparison context In another embodiment, advertisers may bid to implement rules to exclude or include another ad from a comparison presentation that displays their ad